

1070

CITY OF RIVERSIDE
HUMAN RESOURCES DEPARTMENT
CLASSIFICATION SPECIFICATION

7/6/99

Revised

TITLE: UTILITIES SENIOR PROGRAMS AND SERVICES REPRESENTATIVE

DEFINITION

Under general direction, to plan and participate in the activities of the Business Development Section; to ensure growth objectives in the implementation of programs, products, and services beneficial to the Utility and the industrial, commercial, and residential customers; to market the delivery of value added services and conservation programs for customers; to provide responsible administrative support to the Business Development Manager; and to do related work as required.

REPORTS TO: Utilities Public Benefit/ Business Relations Manager

SUPERVISION RECEIVED AND EXERCISED

Receives general direction from the Business Relations Manager. Additional direction may be received from the Utilities Deputy Director/ Marketing and Customer Service, or the Utilities Large Customer Contracts Administrator. Exercises general supervision over Programs and Services Representatives.

EXAMPLES OF DUTIES

Duties may include, but are not limited to, the following:

- Provide input in the development, implementation, promotion, evaluation, and modification to the Business Development area of the Marketing Services Plan.
- Perform liaison activities between industrial, commercial, and/or residential customers; the Utility; and other City departments.
- Recommend and assist in implementation and evaluation of goals, objectives, and practices for providing effective and efficient utility related customer programs and services.
- Recommend and implement approved policies, plans, and programs for the efficient use of energy and water resources.
- Direct the dissemination of information regarding utility activities, electric and water usage, conservation and programs, retail products and services, and related matters.
- Use and assist in the development of relevant software programs to assist in customer tracking and marketing.
- Draft clear and concise customer communications as required.
- Serve as the coordinator among Utilities technical staff and the customer regarding customer needs.
- Monitor and evaluate the response of the residential and business community to Utility services and programs.

- Assist in gathering appropriate market research relevant to the Utility and its customers.
- Identify, secure, and schedule programs with customers offered through alliance or sub-contractor agreements.
- Assist in development of appropriate marketing, communication, and advertising programs for retail products, programs, and services.
- Help to develop and make community based presentations to interested consumer and business groups for customer education and business development.
- Manage, direct, coordinate, and train the work of any assigned support personnel.
- Participate in community groups pertaining to energy and facility related management.

QUALIFICATIONS

Knowledge of:

- Pertinent federal, state and local policies, procedures, laws, and regulations.
- Basic principles and practices related to effective customer service.
- Principles and practices of conservation and efficient use of energy and water.
- Basic components of buildings, heating, ventilating, air conditioning, and lighting systems.
- Applicable regulatory codes and laws relating to the electric and water industry.
- Modern office methods, procedures and equipment.

Ability to:

- Recommend and participate in implementing, evaluating, and modifying goals, objectives, and practices.
- Negotiate portions of sensitive customer agreements.
- Analyze problems, identify multiple solutions, project consequences of proposed actions, and implement recommendations in support of goals.
- Develop and maintain positive working relationships with customers, staff, and the local community.
- Perform mathematical and statistical calculations.
- Work weekends and evenings as required.
- Use appropriate computer hardware and software.

Education and Experience:

Any combination of experience and education that would likely provide the required knowledge and abilities is qualifying. A typical way to obtain the knowledge and abilities would be:

Education: Equivalent to a Bachelor's Degree from an accredited college or university with major work in marketing, business, resource management, engineering, or related field. additional qualifying experience may substitute for the education requirement on a year for year basis.

Experience: Three years of responsible experience in marketing, customer service, energy or water conservation, and/or related products and services for an electric, water, or other utility. Management and/or supervisory experience is highly desirable.

MEDICAL CATEGORY: Group 1

NECESSARY SPECIAL REQUIREMENT

Possession of, or ability to obtain, a valid Class "C" California Motor Vehicle Operator's License.

CAREER ADVANCEMENT OPPORTUNITIES

FROM: Utilities Senior Programs and Services Representative

TO: Utilities Business Relations Manager